



**GENERAL SERVICES ADMINISTRATION**

**FEDERAL ACQUISITION SERVICE**

**AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

Online access to contact ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: <http://www.gsaadvantage.gov>.

**SCHEDULE TITLE:** PROFESSIONAL SERVICES SCHEDULE 00CORP

**CONTRACT NUMBER:** GS-23F-0364K

**CONTRACT PERIOD:** July 28, 2000 – July 27, 2020

Pricelist current through Modification PS-0017, signed February 19, 2016

For more information on ordering from Federal Supply Schedules, please go to:  
<http://www.gsa.gov/portal/content/200369>

**CONTRACTOR:** Concepts, Inc.

*Billing Address:* 4700 North Chelsea Lane  
Bethesda, MD 20814

*Headquarters Address:* 4700 North Chelsea Lane  
Bethesda, MD 20814

Contract Administration POC: Karen B Herson

Phone: (301) 807-4232

Email: [kherson@conceptscommunications.com](mailto:kherson@conceptscommunications.com)

**BUSINESS SIZE:** Small

**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

SIN	DESCRIPTION
541-1 541-1/RC	Advertising Services Advertising Services
541-1000 541-1000/RC	Other Direct Costs Other Direct Costs

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**  
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
<b>541-1 541-1/RC</b>	<b>Advertising Services</b>	
	Administrative Assistant**	\$36.30

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
<b>541-1000 541-1000/RC</b>	<b>Other Direct Costs</b>	
	Display / Exhibit Development	\$9,961.66

**1c. HOURLY RATES:**

<u>SIN</u>	<u>MODEL</u>		<u>PRICE</u>		
<b>541-1</b> <b>541-1/RC</b>	<b>Advertising Services</b>				
<u>LABOR CATEGORY</u>		7/28/2016 thru 7/27/2017	7/28/2017 thru 7/27/2018	7/28/2018 thru 7/27/2019	7/28/2019 thru 7/27/2020
Subject Matter Expert II		\$225.10	\$231.85	\$238.80	\$245.97
Photographer**		\$187.74	\$193.37	\$199.17	\$205.15
Project Director		\$151.26	\$155.79	\$160.47	\$165.28
Subject Matter Expert I		\$150.37	\$154.89	\$159.53	\$164.32
Web/Database Programmer		\$133.09	\$137.08	\$141.19	\$145.43
Account Executive		\$123.01	\$126.70	\$130.50	\$134.41
Communications Coordinator		\$115.96	\$119.44	\$123.02	\$126.71
Graphic/Web Designer		\$115.45	\$118.92	\$122.48	\$126.16
Public Outreach Specialist		\$106.38	\$109.57	\$112.86	\$116.24
Outreach Project Manager		\$95.69	\$98.56	\$101.51	\$104.56
Communications Consultant		\$90.39	\$93.10	\$95.90	\$98.77
Research Analyst		\$87.12	\$89.73	\$92.42	\$95.20
Quality Assurance Specialist		\$84.37	\$86.90	\$89.51	\$92.19
Administrative Assistant**		\$36.30	\$37.39	\$38.51	\$39.66

<b><u>SIN</u></b>	<b><u>MODEL</u></b>	<b><u>PRICE</u></b>
<b>541-1000 541-1000/RC</b>	<b>Other Direct Costs</b>	
	Printing	\$60,721.00
	Promotional Items	\$42,667.73
	Design and Production	\$80,600.00
	Display/Exhibit Development	\$9,961.66
	Photography	\$10,075.00
	Focus Group Testing	\$30,225.00
	Exhibit Space/Sponsorship	\$10,075.00
	Media Monitoring Services	\$17,107.35

2. **MAXIMUM ORDER\*:** \$1,000,000
3. **MINIMUM ORDER:** \$100
4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. **POINT(S) OF PRODUCTION:** Maryland (US)
6. **DISCOUNT FROM LIST PRICES:** Prices shown are GSA Net.
7. **QUANTITIY DISCOUNT(S):** None.
8. **PROMPT PAYMENT TERMS:** Net 30 Days.
- 9a. **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9b. **Government Purchase Cards are accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None.
- 11a. **TIME OF DELIVERY:** As specified on agency Task Order and mutually agreed.
- 11b. **EXPEDITED DELIVERY:** As specified on agency Task Order and mutually agreed.
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency Task Order and mutually agreed.
- 11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination.

- 13a. ORDERING ADDRESS:** Concepts, Inc.  
4700 North Chelsea Lane  
Bethesda, MD 20814
- 13b. ORDERING PROCEDURES:** for supplies and services, the ordering procedures, information on blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. PAYMENT ADDRESS:** Same as Contractor
- 15. WARRANTY PROVISION:** Not Applicable to Professional Services.
- 16. EXPORT PACKING CHARGES:** N/A
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level)
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. Section 508 Compliance for EIT:** N/A
- 25. DUNS NUMBER:** 083634829
- 26. NOTIFICATION REGARDING REGISTRATION IN THE CENTRAL CONTRACTOR (CCR) DATABASE.** Contractor is registered with the System for Award Management (SAM) database.

**Concepts, Inc.** ([conceptscommunications.com](http://conceptscommunications.com)) is a woman-owned, small business that specializes in developing and executing targeted communications strategies, partnership programs and public outreach campaigns. Known for going above and beyond expectations, the firm has successfully managed diverse initiatives on behalf of federal government agencies, nonprofit organizations and private companies. Concepts' team offers subject matter expertise on a variety of issues, including disability, accessibility, veterans/military, employment law and technology.

Our services include:

- Strategic Planning and Outreach Campaign Implementation
- Message Development and Audience Analyses
- Subject Matter Expertise in Disability Employment

- Document and Website Accessibility and Remediation
- Small Business Engagement Strategy
- Partnership Development
- Market Research
- Copywriting, Graphic Design and Materials Development
- Video and Photography Production and Distribution
- Social Media Strategy and Internet Marketing
- Website Information Architecture, Design and Content Management
- Presentation Development and Speechwriting
- Media Relations
- Media/Presentation Coaching
- Trade Show and Event Support
- Quality Assurance and Project Evaluation

When it comes to communications services, Concepts offers distinct advantages – a personalized approach, frequent communication and a network of seasoned professionals with in-depth knowledge and expertise. Those differences enable Concepts to maintain a strong commitment to individualized, customer-centric service, saving clients from lengthy approval processes, breakdowns in communication and impersonal experiences.

**LABOR CATEGORIES, EXPERIENCE, EDUCATION, RESPONSIBILITIES**  
**SIN: 541-1 & 541-1/RC**

<b>LABOR CATEGORY</b>	<b>EXPERIENCE</b>	<b>EDUCATION</b>	<b>RESPONSIBILITIES</b>
Subject Matter Expert II	15 years of consulting experience	Bachelor's degree	Provide expert advice and guidance on project deliverables and implement best practices. Cultivate and maintain effective working relationships with a variety of stakeholders, including end-users, project managers, and client staff members. Ensure project goals are met or exceeded.
Photographer**	3 years of photography experience	Associate's degree	Provide photography services for client materials. Scout locations, provide props and lighting, shoot images, process and develop photos, and provide editing.
Project Director	10 years experience in the field; demonstrated ability to develop speeches, establish relationships	Bachelor's degree	Develop and oversee work plan; manage all aspects of project activity.
Subject Matter Expert I	10 years of consulting experience	Bachelor's degree	Provide strategic guidance and subject matter expertise to client programs. Develop and maintain effective client relationships, oversee the development and implementation of communications plans for clients, and ensure necessary resources are provided to meet project goals. Set objectives and advise the client and project team on innovative communications strategy.
Web/Database Developer	3 years experience in field	Bachelor's degree	Design and program Web-based applications and other database-related functionality.
Account Executive	7 years experience in field	Bachelor's degree	Oversees the design and development of products and materials.

<b>LABOR CATEGORY</b>	<b>EXPERIENCE</b>	<b>EDUCATION</b>	<b>RESPONSIBILITIES</b>
Communications Coordinator	5 years experience in the field of communications	Bachelor's degree	Assists in planning and organizing administrative and technical support activities.
Graphic/Web Designer	3 years related experience	Associate's degree	Designs graphic illustrations for use in various media; formulate concepts and renders illustrations.
Public Outreach Specialist	7 years experience conducting research Ability to analyze and interpret materials and write reports	Bachelor's degree	Serve as primary researcher responsible for gathering information, reviewing materials and assessing the information.
Outreach Project Manager	5 years experience in field	Bachelor's degree	Serves as the primary manager of project including identifying project goals and provides overall direction and input.
Communications Consultant	5 years experience in the field of communications	Associate's degree	Assists in organizing communications support activities.
Research Analyst	3 years related experience	Bachelor's degree	Assists in research activities to identify and obtain relevant documents. Drafts abstracts.
Quality Assurance Specialist	3 years related experience	Bachelor's degree	Reviews all deliverables, presentations, etc. Applies company's Quality Control Plan.
Administrative Assistant**	2 years of related experience	High School Diploma	Assist in all administrative duties.

**OTHER DIRECT COSTS, DESCRIPTION**  
**SIN: 541-1000 & 541-1000/RC**

<b>OTHER DIRECT COSTS</b>	<b>DESCRIPTION</b>
Printing	Printing activities may include paper, ink, printing company fees and other related materials.
Promotional Items	Promotional Items may include any product or material designed to increase brand awareness.
Design and Production	Design and Production activities may include the creation, planning and development of any marketing-related products.
Display/Exhibit Development	Costs associated with creating displays and exhibits for conferences and other related events.
Photography	Photography includes the materials and activities used to take and produce photos.
Focus Group Testing	Costs associated with surveying a group of people and publishing the findings.
Exhibit Space/Sponsorship	Costs may include conference entrance fees, set-up fees and sponsorship fees.

OTHER DIRECT COSTS	DESCRIPTION
Media Monitoring Services	Vendor services used to track outreach efforts and costs associated with using vendor data.

SCA Eligible Labor Category/Service**	SCA Equivalent Code & Title	Applicable Wage Determination
**Administrative Assistant	01020 – Administrative Assistant	2005-2103 Rev. 16
**Photographer	13073 – Photographer III	2005-2103 Rev. 16

\*\*Service Contract Act: The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor WD Number(s) identified in the SCA Matrix. The prices offered are based on the preponderance of where work is performed and should the Contractor perform in the area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.